

ESTTA Tracking number: **ESTTA475957**

Filing date: **06/04/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following parties oppose registration of the indicated application.

Opposers Information

Name	Wawa, Inc.		
Entity	Corporation	Citizenship	New Jersey
Address	Red Roof Baltimore Pike Wawa, PA 19063 UNITED STATES		

Name	Wild Goose Holding Co., Inc.		
Entity	Corporation	Citizenship	Delaware
Address	1105 North Market Street Suite 936 Wilmington, DE 19801 UNITED STATES		

Attorney information	Salvatore R. Guerriero Caesar Rivise Bernstein Cohen & Pokotilow, Ltd. 1635 Market Street 7 Penn Center - 11th Floor Philadelphia, PA 19103-2212 UNITED STATES trademarks@crbcp.com Phone:215-567-2010		
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Applicant Information

Application No	85337948	Publication date	05/22/2012
Opposition Filing Date	06/04/2012	Opposition Period Ends	06/21/2012
Applicant	Mashouf, Karim 2950 Buskirk Avenue, Suite 122 Walnut Creek, CA 94597 UNITED STATES		

Goods/Services Affected by Opposition

Class 032. All goods and services in the class are opposed, namely: Non-alcoholic beverages, namely, Fruit juices, fruit drinks, soda pop, soft drinks, flavored waters, mineral water, drinking water, isotonic beverages

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	890189	Application Date	02/26/1969
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Registration Date	04/28/1970	Foreign Priority Date	NONE
Word Mark	WAWA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U046 (International Class 029, 030). First use: First Use: 1905/00/00 First Use In Commerce: 1905/00/00 DAIRY PRODUCTS-NAMELY, FLUID MILK, BUTTERMILK, SKIM MILK, FORTIFIED SKIM MILK, HEAVY CREAM, LIGHT CREAM, CHOCOLATE MILK, NON-ALCOHOLIC EGG NOG, ICE CREAM, FRESH EGGS AND BUTTER; BAKERY PRODUCTS-NAMELY, BREAD AND ROLLS		


U.S. Registration No.	1299708	Application Date	05/31/1983
Registration Date	10/09/1984	Foreign Priority Date	NONE
Word Mark	WAWA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 029. First use: First Use: 1905/00/00 First Use In Commerce: 1905/00/00 Dairy Products-Namely, Butter, Light Cream, Heavy Cream, Egg Nog, Whipped Cream, Half & Half, Sour Cream, Cottage Cheese, Milk, Chocolate Milk, and Eggs Class 030. First use: First Use: 1905/00/00 First Use In Commerce: 1905/00/00 Iced Tea and Ice Cream Class 032. First use: First Use: 1905/00/00 First Use In Commerce: 1905/00/00 Carbonated and Non-Carbonated Non-Alcoholic Beverages-Namely, Soft Drinks, Tonic and Club Soda, Orange Juice, and Fruit Juice Drinks Containing Water Class 033. First use: First Use: 1905/00/00 First Use In Commerce: 1905/00/00 Non-Alcoholic Apple Cider Class 042. First use: First Use: 1905/00/00 First Use In Commerce: 1905/00/00 Retail Food Store Services		


U.S. Registration No.	1761847	Application Date	03/18/1992
Registration Date	03/30/1993	Foreign Priority Date	NONE
Word Mark	WAWA		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 1990/12/03 First Use In Commerce: 1990/12/03 retail convenience store services


U.S. Registration No.	2319303	Application Date	02/22/1999
Registration Date	02/15/2000	Foreign Priority Date	NONE
Word Mark	WAWA GASOLINE		
Design Mark	WAWA GASOLINE		
Description of Mark	NONE		
Goods/Services	Class 004. First use: First Use: 1996/12/00 First Use In Commerce: 1996/12/00 GASOLINE		


U.S. Registration No.	2343033	Application Date	02/22/1999
Registration Date	04/18/2000	Foreign Priority Date	NONE
Word Mark	WAWA		
Design Mark	WAWA		
Description of Mark	NONE		
Goods/Services	Class 037. First use: First Use: 1996/12/00 First Use In Commerce: 1996/12/00 MOTOR VEHICLE SERVICE STATION SERVICES		

U.S. Registration No.	2651851	Application Date	01/03/2002
Registration Date	11/19/2002	Foreign Priority Date	NONE
Word Mark	WAWA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2001/10/00 First Use In Commerce: 2001/10/00 RETAIL CONVENIENCE SERVICES		

U.S. Registration No.	2819429	Application Date	04/22/2003
Registration Date	03/02/2004	Foreign Priority Date	NONE
Word Mark	WAWA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 043. First use: First Use: 1969/00/00 First Use In Commerce: 1969/00/00 FAST FOOD RESTAURANT SERVICES		

U.S. Registration No.	3209740	Application Date	08/22/2005
Registration Date	02/13/2007	Foreign Priority Date	NONE
Word Mark	WAWA		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 036. First use: First Use: 2005/11/16 First Use In Commerce: 2005/11/16 Credit card services

U.S. Registration No.	3722383	Application Date	07/20/2009
Registration Date	12/08/2009	Foreign Priority Date	NONE
Word Mark	WAWA		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2004/09/30 First Use In Commerce: 2004/09/30 Bottled water		

Attachments	74256692#TMSN.gif (1 page)(bytes) 75644570#TMSN.gif (1 page)(bytes) 75644569#TMSN.gif (1 page)(bytes) 76354757#TMSN.gif (1 page)(bytes) 76508701#TMSN.gif (1 page)(bytes) 78697149#TMSN.jpeg (1 page)(bytes) 77784479#TMSN.jpeg (1 page)(bytes) Notice of opp.pdf (27 pages)(705179 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/SGuerriero/
Name	Salvatore R. Guerriero
Date	06/04/2012

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

WAWA, INC. and	:	
WILD GOOSE HOLDING COMPANY, INC.,	:	
	:	
Opposers,	:	
	:	
vs.	:	OPPOSITION NO.
	:	
	:	A.S.N. 85/337,948
KARIM MASHOUF,	:	
	:	
Applicant.	:	

NOTICE OF OPPOSITION

Opposers Wawa, Inc. and Wild Goose Holding Company, Inc. believe they will be damaged by registration on the Principal Register of the mark WADDA JUICE as applied for in Application Serial No. 85/337,948, filed June 3, 2011 under Section 1(b) of the Lanham Act for the goods “non-alcoholic beverages, namely, fruit juices, fruit drinks, soda pop, soft drinks, flavored waters, mineral water, drinking water, isotonic beverages” in International Class 032. As grounds for their opposition, Opposers, by their attorneys, allege as follows:

BACKGROUND

1. Opposer Wawa, Inc. (“Wawa”) is a New Jersey corporation having its principal place of business at Red Roof, Baltimore Pike, Wawa, PA 19063.
2. Opposer Wild Goose Holding Company, Inc. (“Wild Goose”) is a corporation organized and existing under the laws of Delaware, located and doing business at 1105 North Market Street, Suite 936, Wilmington, DE 19801.
3. Since at least as early as 1905, long prior to the acts complained of herein, Wawa has used the name and mark WAWA in connection with dairy products and non-alcoholic beverages and in the advertising, marketing and sale of the same in interstate commerce.

4. Since at least as early as 1964, long prior to the acts complained of herein, Wawa has used the name and mark WAWA in connection with retail food and convenience store services and in the advertising, marketing and sale of the same in interstate commerce.

5. Since at least as early as 2000, long prior to the acts complained of herein, Wawa has used the name and mark WAWA in connection with a variety of food and beverage products and in the advertising, marketing and sale of the same in interstate commerce.

6. Wawa has been one of the leading food and convenience store retailers in this United States, has been recognized as one of the “Top 100” retailers in the United States, and is well known among the general public and in the convenience and food store industry.

7. Wawa’s goods and services sold under the name and mark WAWA, which are recognized to be of the highest quality, are offered for sale and sold in interstate commerce.

8. From 1905 to the present, Wawa’s advertising and sales of goods and services under the name and mark WAWA have been and are significant.

9. From 1905 to the present, Wawa has engaged in substantially exclusive use of the name and mark WAWA.

10. As a result of such substantial advertising and sales under the mark WAWA and the maintenance of premium quality standards relating thereto, and the substantially exclusive use of said mark by Wawa, the mark WAWA has become widely and favorably recognized by the general consuming public of the United States, as a distinctive indication of the origin of the goods and services of Wawa. The mark WAWA has become unique and is identified by the general public solely with Wawa and its goods and services. The mark WAWA has become and is an extremely valuable symbol of Wawa, its reputation and goodwill.

11. As a result of the foregoing efforts and investment, the mark WAWA has become famous and distinctive in a substantial portion of the United States.

12. Wawa, under its prior name, duly registered the mark WAWA for “dairy products – namely, fluid milk, buttermilk, skim milk, fortified skim milk, heavy cream, light cream, chocolate milk, non-alcoholic egg nog, ice cream, fresh eggs and butter; bakery products – namely, bread and rolls” in the United States Patent and Trademark Office (“USPTO”) under Registration No. 890,189, which issued April 28, 1970.

13. Wawa duly registered the mark WAWA for “iced tea and ice cream,” “carbonated and non-carbonated non-alcoholic beverages – namely, soft drinks, tonic and club soda, orange juice, and fruit juice drinks containing water,” “non-alcoholic apple cider” and “retail food store services” in the USPTO under Registration No. 1,299,708, which issued October 9, 1984.

14. Wawa duly registered the mark WAWA (plus design) for “retail convenience store services” in the USPTO under Registration No. 1,761,847, which issued on March 30, 1993.

15. Wawa has assigned all of its rights, title and interest in the mark WAWA, the goodwill symbolized by the mark, and Registration Nos. 890,189, 1,299,708 and 1,761,847 to Wild Goose, and the deeds of assignment have been duly recorded in the USPTO. Wild Goose accordingly is the record owner of Registration Nos. 890,189, 1,299,708 and 1,761,847 of the mark WAWA.

16. Wild Goose duly registered the mark WAWA GASOLINE for “gasoline” in the USPTO under Registration No. 2,319,303, which issued on November February 15, 2000

17. Wild Goose duly registered the mark WAWA for “motor vehicle service station services” in the USPTO under Registration No. 2,343,033, which issued on April 18, 2000.

18. Wild Goose duly registered the mark WAWA (plus design) for “retail convenience store services” in the USPTO under Registration No. 2,651,851, which issued on November 19, 2002.

19. Wild Goose duly registered the mark WAWA for “fast food restaurant services” in the USPTO under Registration No. 2,819,429, which issued on November March 2, 2004.

20. Wild Goose duly registered the mark WAWA for “credit card services” in the USPTO under Registration No. 3,209,740, which issued on February 13, 2007.

21. Wild Goose duly registered the mark WAWA for “bottled water” in the USPTO under Registration No. 3,722,383, which issued on December 8, 2009.

22. Wild Goose and Wawa have entered into license agreements under which Wild Goose has granted Wawa an exclusive license to use various marks owned by Wild Goose including, but not limited to, the mark WAWA. By virtue of such licenses, Wild Goose and Wawa are related companies within the meaning of § 5 of the Lanham Act, 15 U.S.C. § 1065. Consequently, all use of the mark WAWA by Wawa inures to the benefit of Wild Goose as a matter of law.

23. Registration Nos. 890,189, 1,299,708, 1,761,847, 2,319,303, 2,343,033, 2,651,851, 2,819,429, 3,209,740 and 3,722,383 are each prima facie evidence of the validity the marks shown therein and Wild Goose’s ownership thereof, and are constructive notice of ownership of the mark WAWA by Wild Goose, all as provided by §§ 7(b) and 22 of the Lanham Act, 15 U.S.C. §§ 1057(b) and 1072. As Registration Nos. 890,189, 1,299,708, 1,761,847, 2,343,033, 2,319,303, 2,651,851 and 2,819,429 have each achieved incontestable status under § 15 of the Lanham Act, 15 U.S.C. § 1065, said registrations are conclusive evidence of Lanham Act’s exclusive right to use the mark WAWA in commerce. True and correct copies of current

printouts from the USPTO's Trademark Application and Registration Retrieval system database showing the current status and title of Registration Nos. 890,189, 1,299,708, 1,761,847, 2,319,303, 2,343,033, 2,651,851, 2,819,429, 3,209,740 and 3,722,383 are annexed hereto as Exhibits A, B, C, D, E, F, G, H and I respectively, and made a part hereof.

24. Registration Nos. 890,189, 1,299,708, 1,761,847, 2,319,303, 2,343,033, 2,651,851, 2,819,429, 3,209,740 and 3,722,383 and the marks covered thereby are valid, in full force and effect, and are owned by Wild Goose.

25. Notwithstanding Opposers' well-known and prior exclusive rights in the mark WAWA, and long after the mark WAWA had become distinctive and famous, Applicant, on June 3, 2011, filed trademark application Serial No. 85/337,948 for the mark WADDA JUICE based on Applicant's alleged bona fide intent to use said mark for "non-alcoholic beverages, namely, fruit juices, fruit drinks, soda pop, soft drinks, flavored waters, mineral water, drinking water, isotonic beverages," in International Class 032.

26. There is no issue as to priority of use. Opposers' use, filing and registration of the mark WAWA are long before Applicant's filing date or any date of first use on which Applicant can rely.

27. Applicant's mark WADDA JUICE so resembles Opposers' mark WAWA in terms of appearance, sound and commercial impression as to be likely, when applied to Applicant's goods, to cause confusion and mistake and to deceive.

28. Applicant has disclaimed the term JUICE, which is highly descriptive and generic of Applicant's goods.

29. Applicant's mark is dominated by the term WADDA, which is substantially similar in appearance, sound and commercial impression to Opposers' mark WAWA.

30. WAWA and WADDA contain the same number of syllables. They have the same stress pattern, with the primary accent on the first syllable. The first syllables of the parties' marks are identical, and the second syllables, substantially similar.

31. The goods identified in Application Serial No. 85/337,948 are highly related and identical in kind to Opposers' goods – and in particular, those set forth Certificate of Registration Nos. 1,299,708 and 3,722,383 – and are not restricted as to types of customers or channels of trade.

32. The mark proposed for registration by Applicant, WADDA JUICE, is likely to cause confusion, mistake or to deceive as to the source of origin of Applicant's goods, contrary to 15 U.S.C. § 1052(d), by causing the consuming public to believe, contrary to fact, that Applicant's goods bearing the mark WADDA JUICE are sponsored, licensed and/or otherwise approved by, or are in some way connected or affiliated with Opposers.

33. Applicant's beverages are likely to be sold to, marketed to, purchased, used or otherwise received by Wawa's consumers and potential consumers of WAWA retail food store services, beverages and/or any other goods or services offered by Wawa under the mark WAWA. Wawa's consumers, upon encountering, purchasing, using or otherwise receiving Applicant's beverages bearing the mark WADDA JUICE, are likely to be confused and deceived and are likely to falsely believe in the existence of some association between the Applicant or Applicant's beverages and Opposers, all to the injury of Opposers.

34. Accordingly, Applicant's use and registration of the mark WADDA JUICE is likely to cause confusion in the minds of consumers or to cause mistake or to deceive, or otherwise injure, diminish or detract from the prior rights firmly established by Opposers in and to the mark WAWA.

35. If Applicant is permitted to use and register the mark WADDA JUICE, confusion in trade resulting in damage and injury to Opposers would be caused and would result by reason of the similarity between the Applicant's mark WADDA JUICE and Opposers' mark WAWA. In addition, any defect, objection or fault found with Applicant's goods marketed under the mark WADDA JUICE would necessarily reflect upon and seriously injure the reputation which Opposers have established for the goods and services marketed under the mark WAWA.

36. If Applicant is permitted to use and register the mark WADDA JUICE for the goods specified in the application herein opposed, confusion in trade resulting in damage and injury to Opposers would be caused and would result by reason of the similarity between the Applicant's mark WADDA JUICE and Opposers' mark WAWA.

37. Applicant's intended commercial use of the mark WADDA JUICE will interfere with Opposers' valuable property rights and would amount to a conversion of such rights from which Applicant unfairly would reap financial profit.

38. If Applicant is granted the registration herein opposed, it would thereby obtain at least a prima facie exclusive right to the use of its mark. Such registration would be a source of damage and injury to Opposers.

39. On information and belief, prior to and at the time Applicant filed the involved Application, Applicant knew of Opposers, Opposers' goods and services, and their prior, substantial rights in and to the mark WAWA.

40. On further information and belief, prior to and at the time Applicant filed the involved Application, Applicant knew of Opposers' prior and successful opposition of Application Serial Nos. 77/240,472 for the mark WADDA JUICE for "vitamin-fortified beverages and nutritionally fortified beverages" and cancellation of Certificate of Registration

No. 2,861,104 for the mark WADDAJUICE for “beverages, namely fruit flavored water drinks,” and Certificate of Registration Nos. 3,392,005 and 3,353,440 for the mark WADDA for “apple juice beverages, grape juice beverages, orange juice beverages, fruit-flavored beverages, non-alcoholic fruit juice beverages” and “vitamin-fortified beverages and nutritionally fortified beverages,” respectively.

41. Applicant has engaged in the aforementioned acts willfully, deliberately and with an entire want of care as would raise the presumption of conscious indifference to their consequences.

WHEREFORE, Opposers Wawa, Inc. and Wild Goose Holding Co., Inc. pray that this Notice of Opposition be sustained in favor of Opposers, that Application Serial No. 85/337,948, herein opposed, be refused registration, and for such other and further relief as may be deemed to be just and proper.

Respectfully submitted,

CAESAR, RIVISE, BERNSTEIN,
COHEN & POKOTILOW, LTD.

Dated: June 4, 2012

By /SGuerriero
Salvatore Guerriero
1635 Market Street
Seven Penn Center – 11th Floor
Philadelphia, PA 19103

Attorneys for Opposers
Wawa, Inc. and
Wild Goose Holding Co., Inc.

CERTIFICATE OF ELECTRONIC MAILING

The undersigned hereby certifies that the within NOTICE OF OPPOSITION regarding Application Serial No. 85/337,948 is being filed electronically with the Trademark Trial and Appeal Board, via the Electronic System for Trademark Trials and Appeals (ESTTA) on June 4, 2012.

/SGuerriero

Salvatore Guerriero

CERTIFICATE OF SERVICE

The undersigned certifies that, pursuant to 37 C.F.R. §§ 2.101(b) and 2.119, a copy of the within NOTICE OF OPPOSITION regarding Application Serial No. 85/337,948 is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail this June 4, 2012 in an envelope addressed to the Attorney of Record for Applicant, at the following address:

David Hochman
Wolf, Rifkin, Shapiro, Schulman & Rabkin
11400 W. Olympic Blvd. Fl 9
Los Angeles, CA 90064-1550

/SGuerriero

Salvatore Guerriero

EXHIBIT A

Int. Cls.: 29 and 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 890,189

Registered Apr. 28, 1970

Renewal Approved May 21, 1990

**TRADEMARK
PRINCIPAL REGISTER**

WAWA

WAWA, INC. (NEW JERSEY CORPORATION)
RED ROOF
BALTIMORE PIKE
WAWA, PA 19063, ASSIGNEE OF MILLVILLE MANUFACTURING COMPANY, THE (NEW JERSEY CORPORATION) WAWA, PA

"WAWA" IS AN AMERICAN INDIAN WORD MEANING "WILD GOOSE."

FOR: DAIRY PRODUCTS—NAMESLY, FLUID MILK, BUTTERMILK, SKIM MILK, FORTIFIED SKIM MILK, HEAVY CREAM, LIGHT CREAM, CHOCOLATE MILK, NON-ALCOHOLIC EGG NOG, ICE CREAM, FRESH EGGS AND BUTTER; BAKERY PRODUCTS—NAMESLY, BREAD AND ROLLS, IN CLASS 46 (INT. CLS. 29 AND 30).
FIRST USE 0-0-1905; IN COMMERCE 0-0-1905.

SER. NO. 72-320,166, FILED 2-26-1969.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on July 3, 1990.*

COMMISSIONER OF PATENTS AND TRADEMARKS

EXHIBIT B

Int. Cls.: 29, 30, 32, 33 and 42

Prior U.S. Cls.: 45, 46 and 101

United States Patent and Trademark Office

Reg. No. 1,299,708

Registered Oct. 9, 1984

**TRADEMARK
SERVICE MARK**
Principal Register

WAWA

Wawa, Inc. (New Jersey corporation), d.b.a. Wawa
Dairy Farms and Wawa Food Markets
Red Roof
Baltimore Pike
Wawa, Pa. 19063

For: DAIRY PRODUCTS—NAMELY, BUTTER, LIGHT CREAM, HEAVY CREAM, EGG NOG, WHIPPED CREAM, HALF & HALF, SOUR CREAM, COTTAGE CHEESE, MILK, CHOCOLATE MILK, AND EGGS, in CLASS 29 (U.S. Cl. 46).

First use 1905; in commerce 1905.

For: ICED TEA AND ICE CREAM, in CLASS 30 (U.S. Cl. 46).

First use 1905; in commerce 1905.

For: CARBONATED AND NON-CARBONATED NON-ALCOHOLIC BEVERAGES—NAMELY, SOFT DRINKS, TONIC AND CLUB SODA,

ORANGE JUICE, AND FRUIT JUICE DRINKS CONTAINING WATER, in CLASS 32 (U.S. Cls. 45 and 46).

First use 1905; in commerce 1905.

For: NON-ALCOHOLIC APPLE CIDER, in CLASS 33 (U.S. Cl. 46).

First use 1905; in commerce 1905.

For: RETAIL FOOD STORE SERVICES, in CLASS 42 (U.S. Cl. 101).

First use 1905; in commerce 1905.

Owner of U.S. Reg. No. 890,189.

The word "Wawa" may be translated as "Wild Goose".

Ser. No. 428,263, filed May 31, 1983.

LINDA J. SWIFT, Examining Attorney

EXHIBIT C

Int. Cl.: 42

Prior U.S. Cl.: 101

United States Patent and Trademark Office

Reg. No. 1,761,847

Registered Mar. 30, 1993

SERVICE MARK
PRINCIPAL REGISTER



WAWA, INC. (NEW JERSEY CORPORATION)
RED ROOF
BALTIMORE PIKE
WAWA, PA 19063

FOR: RETAIL CONVENIENCE STORE
SERVICES, IN CLASS 42 (U.S. CL. 101).

FIRST USE 12-3-1990; IN COMMERCE
12-3-1990.

OWNER OF U.S. REG. NOS. 890,189, 1,299,708,
AND 1,300,805.

THE STIPPLING SHOWN IN THE DRAWING
IS A FEATURE OF THE MARK AND NOT IN-
TENDED TO INDICATE COLOR.

"WAWA" MEANS "WILD GOOSE" IN ENG-
LISH.

SER. NO. 74-256,692, FILED 3-18-1992.

IRENE D. WILLIAMS, EXAMINING ATTOR-
NEY

EXHIBIT D

Int. Cl.: 4

Prior U.S. Cls.: 1, 6 and 15

Reg. No. 2,319,303

United States Patent and Trademark Office

Registered Feb. 15, 2000

**TRADEMARK
PRINCIPAL REGISTER**

WAWA GASOLINE

WILD GOOSE HOLDING CO., INC. (DELA-
WARE CORPORATION)
1105 NORTH MARKET STREET, SUITE 1300
POST OFFICE BOX 8985
WILMINGTON, DE 19899

FOR: GASOLINE, IN CLASS 4 (U.S. CLS. 1, 6
AND 15).

FIRST USE 12-0-1996; IN COMMERCE
12-0-1996.

OWNER OF U.S. REG. NOS. 890,189, 1,761,847
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "GASOLINE", APART FROM
THE MARK AS SHOWN.

THE ENGLISH TRANSLATION OF "WAWA"
IS "WILD GOOSE."

SER. NO. 75-644,570, FILED 2-22-1999.

ANDREW EHARD, EXAMINING ATTORNEY

EXHIBIT E

Int. Cl.: 37

Prior U.S. Cls.: 100, 103 and 106

Reg. No. 2,343,033

United States Patent and Trademark Office

Registered Apr. 18, 2000

**SERVICE MARK
PRINCIPAL REGISTER**

WAWA

WILD GOOSE HOLDING CO., INC. (DELA-
WARE CORPORATION)
1105 NORTH MARKET STREET, SUITE 1300
POST OFFICE BOX 8985
WILMINGTON, DE 19899

FIRST USE 12-0-1996; IN COMMERCE
12-0-1996.

OWNER OF U.S. REG. NOS. 890,189, 1,299,708,
AND 1,761,847.

THE ENGLISH TRANSLATION OF "WAWA"
IS WILD GOOSE.

FOR: MOTOR VEHICLE SERVICE STATION
SERVICES, IN CLASS 37 (U.S. CLS. 100, 103
AND 106).

SER. NO. 75-644,569, FILED 2-22-1999.

CAROL SPILS, EXAMINING ATTORNEY

EXHIBIT F

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,651,851

Registered Nov. 19, 2002

**SERVICE MARK
PRINCIPAL REGISTER**



Wawa

**WILD GOOSE HOLDING CO., INC. (DELAWARE
CORPORATION)
1105 NORTH MARKET STREET; SUITE 1300
POST OFFICE BOX 8985
WILMINGTON, DE 19899**

**OWNER OF U.S. REG. NOS. 1,761,847, 1,939,584
AND OTHERS.**

**THE ENGLISH TRANSLATION OF "WAWA" IS
"WILD GOOSE".**

**FOR: RETAIL CONVENIENCE SERVICES, IN
CLASS 35 (U.S. CLS. 100, 101 AND 102).**

SER. NO. 76-354,757, FILED 1-3-2002.

FIRST USE 10-0-2001; IN COMMERCE 10-0-2001.

GEORGE LORENZO, EXAMINING ATTORNEY

EXHIBIT G

Int. Cl.: 43

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,819,429

Registered Mar. 2, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

WAWA

WILD GOOSE HOLDING CO., INC. (DELAWARE
CORPORATION)
1105 NORTH MARKET STREET; SUITE 1300
POST OFFICE BOX 8985
WILMINGTON, DE 19899

FOR: FAST FOOD RESTAURANT SERVICES, IN
CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 0-0-1969; IN COMMERCE 0-0-1969.

OWNER OF U.S. REG. NOS. 1,761,847, 2,344,843,
AND 2,651,851.

THE ENGLISH TRANSLATION OF "WAWA" IS
"WILD GOOSE".

SER. NO. 76-508,701, FILED 4-22-2003.

ANDREA SAUNDERS, EXAMINING ATTORNEY

EXHIBIT H

Int. Cl.: 36

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 3,209,740

Registered Feb. 13, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

WAWA

WILD GOOSE HOLDING CO., INC. (DELAWARE
CORPORATION)
SUITE 936
1105 NORTH MARKET STREET
WILMINGTON, DE 19801

FOR: CREDIT CARD SERVICES, IN CLASS 36
(U.S. CLS. 100, 101 AND 102).

FIRST USE 11-16-2005; IN COMMERCE 11-16-2005.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 890,189, 1,761,847,
AND 2,343,033.

SN 78-697,149, FILED 8-22-2005.

KEVON CHISOLM, EXAMINING ATTORNEY

EXHIBIT I

United States of America

United States Patent and Trademark Office

WAWA

Reg. No. 3,722,383 WILD GOOSE HOLDING CO. (DELAWARE CORPORATION)
Registered Dec. 8, 2009 SUITE 936

1105 NORTH MARKET STREET
WILMINGTON, DE 19801

Int. Cl.: 32

FOR: BOTTLED WATER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

TRADEMARK
PRINCIPAL REGISTER

FIRST USE 9-30-2004; IN COMMERCE 9-30-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 890,189, 1,299,708, AND 1,761,847.

SER. NO. 77-784,479, FILED 7-20-2009.

KIMBERLY FRYE, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office